

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding  
for Internet advertising space

Examiner: John W. Van Bramer

**REPLY TO "NOTICE OF NON-RESPONSIVE AMENDMENT"**  
**DATED JUNE 4, 2007**

**VIA FACSIMILE: (571) 273-8300**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the "*Notice of Non-Responsive Amendment*" dated June 4, 2007.

**Fee calculation** begins on page 2

**Amendment to the claims** begins on page 3

**Remarks** begin on page 28

12/06/2007 NNGUYEN1 00000027 09216206

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**FEE CALCULATION**

Petition for extension of time (5 months).....\$1,115

Five new dependent claims (5 x \$25).....\$125

**TOTAL .....\$1,240**

Reply to "Notice of Non-Responsive  
Amendment", mailed June 4, 2007

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December 4, 2007